

ALI FEIZABADI

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KEY SKILLS

- **Industry:** Data Analytics, Customer Insight, Digital Strategy, KPI Dashboards & Reporting Tools, Agile Methodologies
- **Communication:** Exceptional data presentation and visualization skills, Experienced in writing business and technical reports
- **Data Analysis:** Decision Analysis, Quantitative Analysis, Data Mining, Predictive Modeling, Linear/Logistic Regression
- **Technical:** Proficient in Python, C#, JavaScript, R, AWS, Azure, SQL, Tableau, Power BI, DOMO, SAS, Salesforce, MS Office Suite, VBA, G Suite, Jira, Confluence

EDUCATION

Master of Management Information Systems, Smith School of Business, Queen's University, Kingston, ON **2019 – 2020**

- Awards: Honorable Mention Award (ASAC 2020, IS Division), Smith School of Business Award, Special Dean's Award, Recognized Reviewer of Elsevier, PSAC 610 Outstanding Research Contributions Scholarship

Master of Chemistry, Materials Engineering, Western University, London, ON **2017 – 2019**

- Awards: Western Graduate Research Scholarship, WISE (Western's Ideas for Sustainability and the Environment) Competition Award, CLS Graduate and Post-Doctoral Student Travel Support Award, Nanofabrication Supporting Award

Bachelor of Materials and Metallurgical Engineering, Amirkabir University of Technology, Tehran, Iran **2012 – 2017**

SPECIALIZED TRAINING & CERTIFICATES

Microsoft Certified: Azure Data Scientist Associate (DP-100), Microsoft **2022**

Microsoft Certified: Azure AI Engineer Associate (AI-102), Microsoft **2022**

Microsoft Certified: Azure Data Engineer Associate (DP-203), Microsoft **2022**

Azure AI Fundamentals (AI-900), Microsoft **2022**

Applied Data Science with Python Specialization, University of Michigan **2020**

Learn SQL Basics for Data Science Specialization, UC Davis **2020**

Google Analytics Individual Qualification, Google **2020**

Advanced Google Analytics, Google **2020**

PROFESSIONAL EXPERIENCE

Data Engineer, Four Seasons Hotels and Resorts - Corporate, Toronto, ON **2021 – Present**

- Partnered with business and technology teams to identify business problems, built insightful analytical solutions and developed state-of-the-art solutions aligned with business objectives. Provided data warehouse & BI technology vision, roadmaps, blueprints, and project plans
- Extract, Transform and Load data from various sources to Azure Data Lake Storage using a combination of Azure Data Factory, T-SQL, Spark SQL, and U-SQL Azure Data Lake Analytics. Data Ingestion to one or more Azure Services - (Azure Data Lake, Azure Storage, Azure SQL, etc.) and processing the data in Azure Databricks.
- Developed and implemented API services and monitoring systems in an agile environment for connecting and querying AAS (DAX, MDX) using .Net Core, ADOMD.NET / Entity Framework, ASP.NET MVC, ASP.NET WEB API, JWT, Microsoft SQL Server, Azure Blob Storage, Data Pipeline, Azure Logic App, and real-time Power BI
- Designed and executed well-engineered, easy-to-maintain, and reliable applications, using AI models, and helped to free up over 20 labor hours per week and facilitated users' access provisioning requests
- Developed internal analytics and data exploration services, using ServiceNow Rest API, to analyze patterns and reduce ServiceNow ticket volume by flagging similarity across tickets using cluster analysis, automating ticket assignment, and predicting time to resolution for each request using regression analysis
- Utilized MS SQL, Azure Analysis Services, data warehousing programs, Power BI, and PowerApps for data visualization and analysis; Designed, created, and maintained automated visualizations for internal and client-facing reporting deliverables
- Owned and managed all changes to the data models and used Git Repository as a version control tool. Created data models, solution designs, and data architecture documentation for complex information systems

Business Analyst, BizXL Solutions Inc., Toronto, ON **2020 – 2021**

- Provided executives with analytics and decision-support tools to help with strategic initiatives, roadmaps & process models
- Leveraged platforms such as Google and Adobe Analytics, besides MS SQL, Tableau, and other visualization toolsets for data intelligence and analysis, to gain data-driven insights into customer behavior and used for business development strategies
- Implemented Total Business Excellence [TBE™] model to assist businesses to achieve a sustainable competitive advantage by developing a culture that is integrated, aligned, and responsive to market and customer demands

- **Project 1: Conversational Agents**

- Designed and developed AI-enabled agents using JavaScript, HTML, and API calls and used these as virtual advisors in financial services to provide a personalized experience across different digital channels and customer touchpoints
- Collected, studied, and interpreted large datasets using surveys and interviews; performed extensive data analysis to unveil User-AI interactions; investigating the adoption of these technologies by organizations and their acceptance by customers
- Conducted advanced statistical analysis using Python and R (e.g., structural equation modeling, multiple/logistic regression, mediation/moderation models, ANCOVA, MANCOVA, and linear mixed models) to test hypotheses; tested for the validity and reliability of constructs using lavaan, semTools, psych, dplyr, ggplot2, car, and emmeans libraries

- **Project 2: Intelligent E-mail Management System (IEMS)**

- Created a personalized AI platform and implemented supervised clustering algorithms such as Naïve Bayesian classification, Support Vector Machine, K-Nearest Neighbor, and Neural Networks to group received emails based on their importance and urgency
- Evaluated model performance and monitored the training process, eventually obtained excellent accuracy of 93%

- **Teaching Assistant: Introduction to Digital Business and Technologies**

- Instructed Business Intelligence, Business Process Model and Notation, App Development, ERPsim
- Used Multiple-Criteria Decision-Making (MCDM) models (e.g., analytic hierarchy processing (AHP), ELECTRE, VIKOR, TOPSIS, and CORPAS) as computational tools in evaluating multiple, contradicting, qualitative and quantitative criteria

EXTRACURRICULAR EXPERIENCE AND ADDITIONAL INFORMATION

- **Volunteer:** Member of Toronto Machine Learning Summit **2020 – Present**
 - **Volunteer:** Member of Finance Committee, SOGS (School of Graduate Studies), Western University **2018**
Collected data and carried out financial planning in consultation with other committees, board, and management staff
 - **Interests:** TED Talk enthusiast, Swimming, Graphic design
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